



JASON SUDEIKIS

# TED LASSO

AGILE LEADERSHIP  
IN ACTION

- CONSTANTIN HOYA - OLYMPUS CORPORATION - TÖKYŌ / BOSTON / HAMBURG -  
SEPTEMBER 2025 IPMA WORLD CONGRESS BERLIN

# AGENDA

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Who is Ted Lasso?

Why Ted Lasso and Agile Leadership?

The Lasso Way:  
5 pillars of Ted Lasso's Leadership

Your take-aways



Image source: © Apple TV+ / Ted Lasso – Press Images.  
Source: <https://www.apple.com/tv-pr/originals/ted-lasso/episodes-images/>

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**What and who is  
Ted Lasso?**



like the Indian cad, who was only a giver, cracked this for  
river? Gave you a garden, let it harden, then come the flood,  
and the loss of your blood? Pray tell us, good brother, we  
don't make it muddy, who played this trick, on Henry and  
Dick, and why is so mean, this Eternal Scorn, just what's  
the point, of this whole joint?" I thought maybe I could bust  
out at last from these Dharma Bums.

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But I had my own little bangtail ideas and they had nothing to do with the "lunatic" part of all this. I wanted to get me a full pack complete with everything necessary to sleep, shelter, eat, cook, in fact a regular kitchen and bedroom right on my back, and go off somewhere and find perfect solitude and look into the perfect emptiness of my mind and be completely neutral from any and all ideas. I intended to pray, too, as my only activity, pray for all living creatures; I saw it was the only decent activity left in the world. To be in some remote atom somewhere, or in a desert, or in mountains, or in some hut in Mexico or shack in Adirondack, and rest and be kind, and do nothing else, practice what the Chinese call "do-nothing." I didn't want to have anything to do, really, either with Japley's ideas about society (I figured it would be better just to avoid it altogether, walk around it) or with any of Alab's ideas about grasping after life as much as you can because of its sweet sadness and because you would be dead some day.

When Taylor came to get me the following morning I had all that in mind. He and I and Nehal drove to Oakland in Mor-





Apple TV+

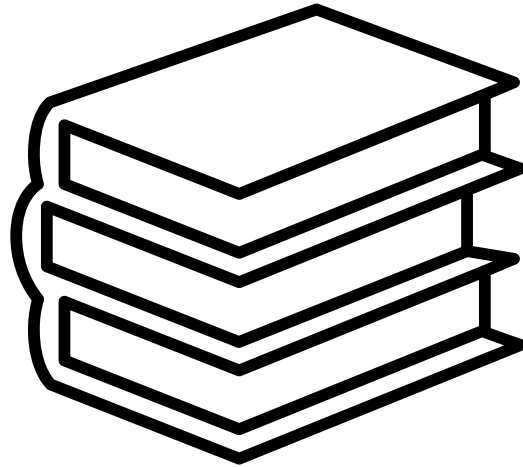
# TED LASSO

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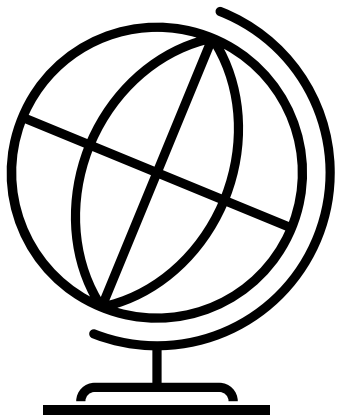
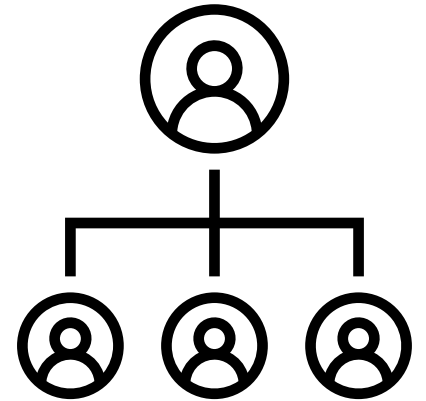
## Why Ted Lasso and Agile Leadership?

# My experience with leadership while introducing agile development methodologies

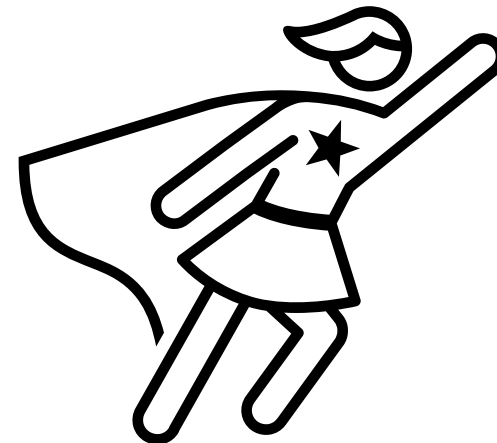
CULTURE



ROLE MODEL



THEORY



POWER

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## **The Lasso Way: 5 pillars of Ted Lasso's Leadership**





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# Empathy and relationship building





# Empathy and relationship building



- Active listening
- Openness and authenticity
- Appreciation and respect
- Emotional intelligence
- Reliability and consistency
- Nonverbal communication
- Patience and tolerance
- Empowerment of the other person





Team building and cooperation





# Team building and cooperation



- Common goal despite different tasks
- Psychological safety
- Trust and transparency
- Clarification of roles and responsibilities
- Feedback culture
- Diversity and inclusion
- Joint reflection & decision-making
- Celebrating successes





Open communication and feedback





# Open communication and feedback



- Encourage active listening
- See feedback as a gift
- Create psychological safety
- Enable regular reflection
- Be clear about expectations and roles
- Show emotional intelligence
- Have the courage to be vulnerable





A culture of sincere failure management



# A culture of sincere failure management



- Error awareness & Error acceptance
- Neutral error communication & No sanctions
- Joint error analysis
- Change of behavior and circumstances
- Promote emotional decoupling from mistakes
- Make mistakes visible as learning opportunities
- Develop error competence & Anchoring error culture as part of team identity





# Positive Leadership





# Positive Leadership



- P – Positive Emotions
- E – Engagement
- R – Relationships
- M – Meaning
- A – Accomplishment

Self-confidence      Healthy optimism  
Balance      Resilience      Growth mindset

# SUMMARY

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Empathy and relationship building

Team building and cooperation

Open communication and feedback

A culture of sincere failure management

Positive Leadership

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**Your take-aways**



# How you start

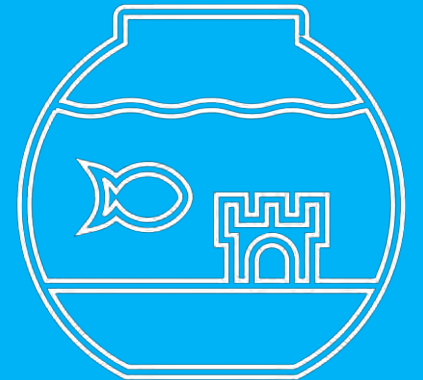
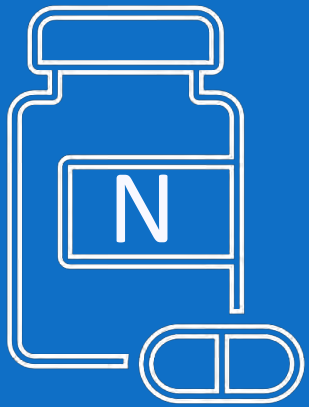






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Source: <https://www.apple.com/tv-pr/originals/ted-lasso/episodes-images/>

# The story continues... in 2026



# THANK YOU

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